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A method for selecting color for a dental prosthesis, preferably for achieving a desirable cosmetic effect. The method includes: determining a skin color from a first pantone of colors; determining a eye color from a second pantone of colors; selecting a shape of the dental prosthesis; and correlating the skin color, the eye color and the shape to a particular color for the dental prosthesis. In one embodiment, the first pantone of colors is based on a predetermined selection of patient skin colors and a predetermined selection of patient skin complexions, and the second pantone of colors is based on a predetermined selection of patient eye colors. In one illustrative embodiment a percentage of a particular pantone color is utilized to achieve the desired cosmetic effect. Further the method may be carried out on a computer or over a computer network to provide a modified digital image of the patient to illustrate the cosmetic effect of a specific selection.

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